

WHAT IS CLAIMED IS:

1 1. A method of prompting an audience member to
2 enter an audience member identification into an audience
3 meter comprising:

4 determining a probability that the audience member
5 is in an audience of a receiver;

6 prompting the audience member to enter the
7 audience member identification if the probability that the
8 audience member is in the audience of the receiver is less
9 than a threshold; and,

10 suppressing prompting of the audience member if
11 the probability that the audience member is in the audience
12 of the receiver is greater than the threshold.

1 2. The method of claim 1 wherein the suppression
2 of prompting comprises:

3 if the probability that the audience member is in
4 the audience of the receiver is greater than the threshold,
5 determining whether the audience member has already entered
6 the audience member identification;

7 prompting the audience member to enter the
8 audience member identification if the audience member has
9 not already entered the audience member identification;
10 and,

11 suppressing prompting of the audience member if
12 the audience member has already entered the audience member
13 identification.

1 3. The method of claim 1 wherein the method is
2 executed only after the passage of a predetermined amount of
3 time from a previous prompting decision.

1 4. The method of claim 3 wherein the suppression
2 of prompting comprises:

3 if the probability that the audience member is in
4 the audience of the receiver is greater than the threshold,
5 determining whether the audience member has already entered
6 the audience member identification;

7 prompting the audience member to enter the
8 audience member identification if the audience member has
9 not already entered the audience member identification;
10 and,

11 suppressing prompting of the audience member if
12 the audience member has already entered the audience member
13 identification.

1 5. The method of claim 1 further comprising:
2 initially prompting the audience member to enter
3 the audience member identification upon detection that the
4 receiver has been turned on; and,
5 executing the method only after the passage of a
6 predetermined amount of time from the initial prompting.

1 6. The method of claim 5 wherein the suppression
2 of prompting comprises:
3 if the probability that the audience member is in
4 the audience of the receiver is greater than the threshold,
5 determining whether the audience member has already entered
6 the audience member identification;
7 prompting the audience member to enter the
8 audience member identification if the audience member has
9 not already entered the audience member identification;
10 and,

11 suppressing prompting of the audience member if
12 the audience member has already entered the audience member
13 identification.

1 7. The method of claim 1 wherein the
2 determination of the probability that the audience member is
3 in an audience of the receiver comprises determining the
4 probability that the audience member is in an audience of
5 the receiver based upon a number of times that the audience
6 member has been in the audience of the receiver during a
7 corresponding day part.

1 8. The method of claim 7 wherein the
2 determination of the probability that the audience member is
3 in an audience of the receiver comprises determining the
4 probability that the audience member is in an audience of
5 the receiver based upon a program being received by the
6 receiver during the corresponding day part.

1 9. The method of claim 7 wherein the suppression
2 of prompting comprises:

3 if the probability that the audience member is in
4 the audience of the receiver is greater than the threshold,
5 determining whether the audience member has already entered
6 the audience member identification;

7 prompting the audience member to enter the
8 audience member identification if the audience member has
9 not already entered the audience member identification;
10 and,

11 suppressing prompting of the audience member if
12 the audience member has already entered the audience member
13 identification.

1 10. The method of claim 7 wherein the method is
2 executed only after the passage of a predetermined amount of
3 time from a previous prompting decision.

1 11. The method of claim 10 wherein the
2 suppression of prompting comprises:

3 if the probability that the audience member is in
4 the audience of the receiver is greater than the threshold,
5 determining whether the audience member has already entered
6 the audience member identification;

7 prompting the audience member to enter the
8 audience member identification if the audience member has
9 not already entered the audience member identification;
10 and,

11 suppressing prompting of the audience member if
12 the audience member has already entered the audience member
13 identification.

1 12. The method of claim 7 further comprising:
2 initially prompting the audience member to enter
3 the audience member identification upon detection that the
4 receiver has been turned on; and,

5 executing the method only after the passage of a
6 predetermined amount of time from the initial prompting.

1 13. The method of claim 12 wherein the
2 suppression of prompting comprises:

3 if the probability that the audience member is in
4 the audience of the receiver is greater than the threshold,
5 determining whether the audience member has already entered
6 the audience member identification;

7 prompting the audience member to enter the
8 audience member identification if the audience member has
9 not already entered the audience member identification;
10 and,

11 suppressing prompting of the audience member if
12 the audience member has already entered the audience member
13 identification.

1 14. The method of claim 1 further comprising:
2 storing audience identification data in tables;
3 collapsing the tables if the tables contain
4 insufficient data to make a prompting decision.

1 15. The method of claim 14 wherein the collapsing
2 of the tables is weighted depending upon age of the audience
3 member identification data.

1 16. A method of prompting an audience member to
2 enter an audience member identification into an audience
3 meter comprising:

4 determining a variable as a function of a number
5 of times that the audience member was in an audience of a

6 receiver and a number of times that the receiver was turned
7 on;

8 prompting the audience member to enter the
9 audience member identification if the variable is not
10 greater than a threshold; and,

11 suppressing prompting of the audience member if
12 the variable is greater than the threshold.

1 17. The method of claim 16 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined day part and a number of times that the
6 receiver was turned on during the predetermined day part.

1 18. The method of claim 16 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined day part over a predetermined amount of time
6 and a number of times that the receiver was turned on during

7 the predetermined day part over the predetermined amount of
8 time.

1 19. The method of claim 16 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined amount of time and a number of times that the
6 receiver was turned on during the predetermined amount of
7 time.

1 20. The method of claim 16 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver by a
5 predetermined day part and by a SID and a number of times
6 that the receiver was turned on by the predetermined day
7 part and by the SID.

1 21. The method of claim 16 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the

4 audience member was in an audience of the receiver by a
5 predetermined day part over a predetermined amount of time
6 and by a SID and a number of times that the receiver was
7 turned on during the predetermined day part over the
8 predetermined amount of time and by the SID.

1 22. The method of claim 16 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined amount of time and by a SID and a number of
6 times that the receiver was turned on during the
7 predetermined amount of time and by the SID.

1 23. The method of claim 16 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver by a SID
5 and a number of times that the receiver was turned on by the
6 SID.

1 24. The method of claim 16 wherein the
2 suppression of prompting comprises:

3 determining a probability that the audience member
4 is in an audience of a receiver;

5 prompting the audience member to enter the
6 audience member identification if the probability that the
7 audience member is in the audience of the receiver is less
8 that a threshold; and,

9 suppressing prompting of the audience member if
10 the probability that the audience member is in the audience
11 of the receiver is greater than the threshold.

1 25. The method of claim 24 wherein the
2 suppression of prompting of the audience member if the
3 probability that the audience member is in the audience of
4 the receiver is greater than the threshold comprises:

5 if the probability that the audience member is in
6 the audience of the receiver is greater than the threshold,
7 determining whether the audience member has already entered
8 the audience member identification;

9 prompting the audience member to enter the
10 audience member identification if the audience member has

11 not already entered the audience member identification;

12 and,

13 suppressing prompting of the audience member if
14 the audience member has already entered the audience member
15 identification.

1 26. The method of claim 24 wherein the method is
2 executed only after the passage of a predetermined amount of
3 time from a previous prompting decision.

1 27. The method of claim 26 wherein the
2 suppression of prompting of the audience member if the
3 probability that the audience member is in the audience of
4 the receiver is greater than the threshold comprises:

5 if the probability that the audience member is in
6 the audience of the receiver is greater than the threshold,
7 determining whether the audience member has already entered
8 the audience member identification;

9 prompting the audience member to enter the
10 audience member identification if the audience member has
11 not already entered the audience member identification;
12 and,

13 suppressing prompting of the audience member if
14 the audience member has already entered the audience member
15 identification.

1 28. The method of claim 24 further comprising:
2 initially prompting the audience member to enter
3 the audience member identification upon detection that the
4 receiver has been turned on; and,
5 executing the method only after the passage of a
6 predetermined amount of time from the initial prompting.

1 29. The method of claim 28 wherein the
2 suppression of prompting of the audience member if the
3 probability that the audience member is in the audience of
4 the receiver is greater than the threshold comprises:
5 if the probability that the audience member is in
6 the audience of the receiver is greater than the threshold,
7 determining whether the audience member has already entered
8 the audience member identification;
9 prompting the audience member to enter the
10 audience member identification if the audience member has

11 not already entered the audience member identification;

12 and,

13 suppressing prompting of the audience member if
14 the audience member has already entered the audience member
15 identification.

1 30. The method of claim 24 wherein the
2 determination of the probability that the audience member is
3 in an audience of the receiver comprises determining the
4 probability that the audience member is in an audience of
5 the receiver based upon a number of times that the audience
6 member has been in the audience of the receiver during a
7 corresponding day part.

1 31. The method of claim 30 wherein the
2 determination of the probability that the audience member is
3 in an audience of the receiver comprises determining the
4 probability that the audience member is in an audience of
5 the receiver based upon a program being received by the
6 receiver during the corresponding day part.

1 32. The method of claim 30 wherein the
2 suppression of prompting of the audience member if the
3 probability that the audience member is in the audience of
4 the receiver is greater than the threshold comprises:

5 if the probability that the audience member is in
6 the audience of the receiver is greater than the threshold,
7 determining whether the audience member has already entered
8 the audience member identification;

9 prompting the audience member to enter the
10 audience member identification if the audience member has
11 not already entered the audience member identification;
12 and,

13 suppressing prompting of the audience member if
14 the audience member has already entered the audience member
15 identification.

1 33. The method of claim 30 wherein the method is
2 executed only after the passage of a predetermined amount of
3 time from a previous prompting decision.

1 34. The method of claim 33 wherein the
2 suppression of prompting of the audience member if the

3 probability that the audience member is in the audience of
4 the receiver is greater than the threshold comprises:

5 if the probability that the audience member is in
6 the audience of the receiver is greater than the threshold,
7 determining whether the audience member has already entered
8 the audience member identification;

9 prompting the audience member to enter the
10 audience member identification if the audience member has
11 not already entered the audience member identification;
12 and,

13 suppressing prompting of the audience member if
14 the audience member has already entered the audience member
15 identification.

1 35. The method of claim 30 further comprising:

2 initially prompting the audience member to enter
3 the audience member identification upon detection that the
4 receiver has been turned on; and,

5 executing the method only after the passage of a
6 predetermined amount of time from the initial prompting.

1 36. The method of claim 35 wherein the
2 suppression of prompting of the audience member if the
3 probability that the audience member is in the audience of
4 the receiver is greater than the threshold comprises:

5 if the probability that the audience member is in
6 the audience of the receiver is greater than the threshold,
7 determining whether the audience member has already entered
8 the audience member identification;

9 prompting the audience member to enter the
10 audience member identification if the audience member has
11 not already entered the audience member identification;
12 and,

13 suppressing prompting of the audience member if
14 the audience member has already entered the audience member
15 identification.

1 37. The method of claim 24 further comprising:
2 storing audience identification data in tables;
3 collapsing the tables if the tables contain
4 insufficient data to make a prompting decision.

1 38. The method of claim 37 wherein the collapsing
2 of the tables is weighted depending upon age of the audience
3 member identification data.

1 39. The method of claim 16 wherein the method is
2 executed only after the passage of a predetermined amount of
3 time from a previous prompting decision.

1 40. The method of claim 16 further comprising:
2 initially prompting the audience member to enter
3 the audience member identification upon detection that the
4 receiver has been turned on; and,
5 executing the method only after the passage of a
6 predetermined amount of time from the initial prompting.

1 41. The method of claim 16 wherein the
2 suppression of prompting comprises:
3 if the variable is greater than the threshold,
4 determining whether the variable is equal to a current
5 persons count;

6 prompting the audience member to enter the
7 audience member identification if the variable is not equal
8 to the current persons count; and,
9 suppressing prompting of the audience member if
10 the variable is equal to the current persons count.

1 42. The method of claim 41 wherein the
2 suppression of prompting of the audience member if the
3 variable is equal to the current persons count comprises:
4 if the variable is equal to the current persons
5 count, determining a probability that the audience member is
6 in an audience of a receiver;

7 prompting the audience member to enter the
8 audience member identification if the probability that the
9 audience member is in the audience of the receiver is less
10 that a threshold; and,

11 suppressing prompting of the audience member if
12 the probability that the audience member is in the audience
13 of the receiver is greater than the threshold.

1 43. The method of claim 42 wherein the
2 suppression of prompting of the audience member if the

3 probability that the audience member is in the audience of
4 the receiver is greater than the threshold comprises:

5 if the probability that the audience member is in
6 the audience of the receiver is greater than the threshold,
7 determining whether the audience member has already entered
8 the audience member identification;

9 prompting the audience member to enter the
10 audience member identification if the audience member has
11 not already entered the audience member identification;
12 and,

13 suppressing prompting of the audience member if
14 the audience member has already entered the audience member
15 identification.

1 44. A method of prompting an audience member to
2 enter an audience member identification into an audience
3 meter comprising:

4 prompting the audience member to enter the
5 audience member identification at intermittent prompting
6 occasions;

7 at each prompting occasion, determining a
8 likelihood based upon past audience composition and tuning

9 habits that the audience member is in an audience of a
10 receiver; and,

11 suppressing prompting of the audience member if
12 the determination made at a corresponding prompting occasion
13 indicates that it is likely that the audience member is in
14 the audience of the receiver.

1 45. The method of claim 44 wherein the
2 determination of likelihood comprises determining a
3 probability that the audience member is in the audience of
4 the receiver, and wherein the suppression of prompting
5 comprises:

6 prompting the audience member to enter the
7 audience member identification if the probability that the
8 audience member is in the audience of the receiver is less
9 than a threshold; and,

10 suppressing prompting of the audience member if
11 the probability that the audience member is in the audience
12 of the receiver is greater than the threshold.

1 46. The method of claim 45 wherein the
2 determination of a probability comprises determining by day

3 part the probability that the audience member is in the
4 audience of a receiver.

1 47. The method of claim 45 wherein the
2 determination of a probability comprises determining by SID
3 class the probability that the audience member is in the
4 audience of a receiver.

1 48. The method of claim 44 wherein the
2 determination of likelihood comprises determining a variable
3 as a function of a number of times that the audience member
4 was in an audience of a receiver and a number of times that
5 the receiver was turned on, and wherein the suppression of
6 prompting comprises:

7 prompting the audience member to enter the
8 audience member identification if the variable is not
9 greater than a threshold; and,

10 suppressing prompting of the audience member if
11 the variable is greater than the threshold.

1 49. The method of claim 48 wherein the
2 determination of a variable comprises determining by day

3 part the variable as a function of the number of times that
4 the audience member was in the audience of the receiver and
5 the number of times that the receiver was turned on.

1 50. The method of claim 48 wherein the
2 determination of a variable comprises determining by SID
3 class the variable as a function of the number of times that
4 the audience member was in the audience of the receiver and
5 the number of times that the receiver was turned on.

1 51. The method of claim 48 wherein the
2 suppression of prompting of the audience member if the
3 variable is greater than the threshold comprises:

4 if the variable is greater than the threshold,
5 determining whether the variable is equal to a current
6 persons count;

7 prompting the audience member to enter the
8 audience member identification if the variable is not equal
9 to the current persons count; and,

10 suppressing prompting of the audience member if
11 the variable is equal to the current persons count.

1 52. The method of claim 51 wherein the
2 suppression of prompting of the audience member if the
3 variable is equal to the current persons count comprises:

4 if the variable is equal to the current persons
5 count, determining a probability that the audience member is
6 in an audience of a receiver;

7 prompting the audience member to enter the
8 audience member identification if the probability that the
9 audience member is in the audience of the receiver is less
10 that a threshold; and,

11 suppressing prompting of the audience member if
12 the probability that the audience member is in the audience
13 of the receiver is greater than the threshold.

1 53. The method of claim 44 wherein the
2 intermittent prompting occasions are nominally separated
3 from one another by a period T, and wherein the method
4 further comprises varying the period T depending upon prior
5 responses to the prompting.

1 54. A method of prompting an audience member to
2 enter an audience member identification into an audience
3 meter comprising:

4 applying a heuristic to determine whether the
5 audience member is in an audience of a receiver;

6 counting the audience members in the audience of
7 the receiver to produce a count;

8 prompting the audience member to enter the
9 audience member identification if the heuristic indicates
10 that the audience member is not in the audience of the
11 receiver and if the count is not equal a number of logged in
12 audience members; and,

13 suppressing prompting of the audience member if
14 the heuristic indicates that the audience member is in the
15 audience of the receiver and if the count is equal the
16 number of logged in audience members.

1 55. The method of claim 54 wherein the
2 application of a heuristic to determine whether the audience
3 member is in an audience of a receiver comprises determining
4 a probability that the audience member is in an audience of
5 a receiver, wherein the prompting of the audience member to

6 enter the audience member identification comprises prompting
7 the audience member to enter the audience member
8 identification if the probability that the audience member
9 is in the audience of the receiver is less than a threshold
10 and if the count is not equal a number of logged in audience
11 members, and wherein the suppression of prompting of the
12 audience member comprises suppressing prompting of the
13 audience member if the probability that the audience member
14 is in the audience of the receiver is greater than the
15 threshold and if the count is equal a number of logged in
16 audience members.

1 56. The method of claim 55 wherein the
2 determination of the probability that the audience member is
3 in an audience of the receiver comprises determining the
4 probability that the audience member is in an audience of
5 the receiver based upon a number of times that the audience
6 member has been in the audience of the receiver during a
7 corresponding day part.

1 57. The method of claim 54 wherein the
2 application of a heuristic to determine whether the audience

3 member is in an audience of a receiver comprises determining
4 a variable as a function of a number of times that the
5 audience member was in an audience of a receiver and a
6 number of times that the receiver was turned on, wherein the
7 prompting of the audience member to enter the audience
8 member identification comprises prompting the audience
9 member to enter the audience member identification if the
10 variable is not greater than a threshold and if the count is
11 not equal a number of logged in audience members, and
12 wherein the suppression of prompting of the audience member
13 comprises suppressing prompting of the audience member if
14 the variable is greater than the threshold and if the count
15 is equal a number of logged in audience members.

1 58. The method of claim 57 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined day part and a number of times that the
6 receiver was turned on during the predetermined day part.

1 59. The method of claim 57 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined day part over a predetermined amount of time
6 and a number of times that the receiver was turned on during
7 the predetermined day part over the predetermined amount of
8 time.

1 60. The method of claim 57 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined amount of time and a number of times that the
6 receiver was turned on during the predetermined amount of
7 time.

1 61. The method of claim 57 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver by a
5 predetermined day part and by a SID and a number of times

6 that the receiver was turned on by the predetermined day
7 part and by the SID.

1 62. The method of claim 57 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver by a
5 predetermined day part over a predetermined amount of time
6 and by a SID and a number of times that the receiver was
7 turned on during the predetermined day part over the
8 predetermined amount of time and by the SID.

1 63. The method of claim 57 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined amount of time and by a SID and a number of
6 times that the receiver was turned on during the
7 predetermined amount of time and by the SID.

1 64. The method of claim 57 wherein the
2 determination of a variable comprises determining the

3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver by a SID
5 and a number of times that the receiver was turned on by the
6 SID.

1 65. The method of claim 54 wherein the method is
2 executed only after the passage of a predetermined amount of
3 time from a previous prompting decision.

1 66. The method of claim 54 further comprising:
2 initially prompting the audience member to enter
3 the audience member identification upon detection that the
4 receiver has been turned on; and,

5 executing the method only after the passage of a
6 predetermined amount of time from the initial prompting.

1 67. The method of claim 54 further comprising:
2 storing audience identification data in tables;
3 collapsing the tables if the tables contain
4 insufficient data to make a prompting decision.

1 68. A method of prompting an audience member to
2 enter an audience member identification into an audience
3 meter comprising:

4 determining a probability that the audience member
5 is in an audience of a receiver based upon both tuning
6 history and tuning style;

7 prompting the audience member to enter the
8 audience member identification if the probability that the
9 audience member is in the audience of the receiver is less
10 than a threshold; and,

11 suppressing prompting of the audience member if
12 the probability that the audience member is in the audience
13 of the receiver is greater than the threshold.

1 69. The method of claim 68 wherein the tuning
2 style comprises tuning velocity.

1 70. The method of claim 68 wherein the tuning
2 style comprises tuning acceleration.

1 71. The method of claim 68 wherein the tuning
2 style comprises tuning velocity and tuning acceleration.

1 72. The method of claim 68 wherein the tuning
2 style comprises program clustering.

1 73. The method of claim 68 wherein the method is
2 executed only after the passage of a predetermined amount of
3 time from a previous prompting decision.

1 74. The method of claim 68 further comprising:
2 initially prompting the audience member to enter
3 the audience member identification upon detection that the
4 receiver has been turned on; and,
5 executing the method only after the passage of a
6 predetermined amount of time from the initial prompting.

1 75. The method of claim 68 wherein the
2 determination of the probability that the audience member is
3 in an audience of the receiver comprises determining the
4 probability that the audience member is in an audience of
5 the receiver based upon a number of times that the audience
6 member has been in the audience of the receiver during a
7 corresponding day part.

1 76. The method of claim 68 further comprising:
2 storing audience identification data in tables;
3 collapsing the tables if the tables contain
4 insufficient data to make a prompting decision.

1 77. A method of prompting an audience member to
2 enter an audience member identification into an audience
3 meter comprising:

4 determining a variable as a function of a number
5 of times that the audience member was in an audience of a
6 receiver and a number of times that the receiver was turned
7 on;

8 determining a probability that the audience member
9 is in an audience of a receiver based upon tuning style;

10 prompting the audience member to enter the
11 audience member identification if the variable is not
12 greater than a first threshold and if the probability is not
13 greater than a second threshold; and,

14 suppressing prompting of the audience member if
15 the variable is greater than the threshold and if the
16 probability is greater than a second threshold.

1 78. The method of claim 77 wherein the tuning
2 style comprises tuning velocity.

1 79. The method of claim 77 wherein the tuning
2 style comprises tuning acceleration.

1 80. The method of claim 77 wherein the tuning
2 style comprises tuning velocity and tuning acceleration.

1 81. The method of claim 77 wherein the tuning
2 style comprises program clustering.

1 82. The method of claim 77 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined day part and a number of times that the
6 receiver was turned on during the predetermined day part.

1 83. The method of claim 77 wherein the
2 determination of a variable comprises determining the

3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined day part over a predetermined amount of time
6 and a number of times that the receiver was turned on during
7 the predetermined day part over the predetermined amount of
8 time.

1 84. The method of claim 77 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined amount of time and a number of times that the
6 receiver was turned on during the predetermined amount of
7 time.

1 85. The method of claim 77 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver by a
5 predetermined day part and by a SID and a number of times
6 that the receiver was turned on by the predetermined day
7 part and by the SID.

1 86. The method of claim 77 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver by a
5 predetermined day part over a predetermined amount of time
6 and by a SID and a number of times that the receiver was
7 turned on during the predetermined day part over the
8 predetermined amount of time and by the SID.

1 87. The method of claim 77 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver during a
5 predetermined amount of time and by a SID and a number of
6 times that the receiver was turned on during the
7 predetermined amount of time and by the SID.

1 88. The method of claim 77 wherein the
2 determination of a variable comprises determining the
3 variable as a function of a number of times that the
4 audience member was in an audience of the receiver by a SID

5 and a number of times that the receiver was turned on by the
6 SID.

1 89. The method of claim 77 wherein the method is
2 executed only after the passage of a predetermined amount of
3 time from a previous prompting decision.

1 90. The method of claim 77 further comprising:
2 initially prompting the audience member to enter
3 the audience member identification upon detection that the
4 receiver has been turned on; and,
5 executing the method only after the passage of a
6 predetermined amount of time from the initial prompting.